

State Electrical & Instrumentation Apprenticeship Advisory Committee Meeting

March 27, 2014

Madison Metropolitan Sewerage District
1610 Moorland Road
Madison WI 53713

APPROVED MINUTES

Members Present	Employer/Organization
Burr, Kelly (Co-Chair)	Kimberly Clark
Butt, Nate (Co-Chair)	Quad Graphics - Sussex
Cannestra, Tony	GE Healthcare
Harrer, Tammy	Clearwater Paper
Hafeman, Brian	PCA – Tomahawk
Lundey, Dave	MMSD
Roach, Mike	Trane Co
Salzwedel, Bill	Sargento Foods Inc
Wendt, Dean	Mercury Marine

Members Absent	Employer/Organization
Cestkowksi, Jim	MPI - Deerfield
Dejardin, Warren	Green Bay Packaging
Fitzsimons, Mark	MillerCoors
Friedeck, Rich	IBEW Local 663
Smith, Ryan	Harley-Davidson

Consultants and Guests	Employer/Organization
Destree, Sandy	Bureau of Apprenticeship Standards
Hafner, Brian	Trane Co.
Kiel, Todd	NWTC – Green Bay
Morgan, Karen	Bureau of Apprenticeship Standards, Director
Perkofski, Lisa	Bureau of Apprenticeship Standards
Schetter, Sheila	Lakeshore Technical College
Smith, Owen	Bureau of Apprenticeship Standards
Zenisek, Hal	Wisconsin Technical College System Foundation

1. **The meeting was called to order** at 10:01 a.m. by Co-Chair Nate Butt in conformance with the Wisconsin open meeting laws.
2. **Roll call** was conducted and a sign-in sheet was circulated. Member Dean Wendt announced that this will be his final meeting. He will retire from Mercury Marine in June, after 42 years of service. Dean shared that serving on the Committee, working for a cause that everyone believes in, has been an honor and a privilege.

Karen Morgan announced that former Bureau employee Jerry Gross passed away. Jerry had worked with the state committees for many years.

3. **The meeting minutes** of October 24, 2013, were approved as written.

4. **Old Business**

- a. **Follow-up Items from Previous Meeting**

Owen Smith reported that all follow-up items from the 2013 Fall meeting were completed.

- b. **Review of Roster**

Owen Smith distributed a copy of the current roster. Members verified or updated their contact information as needed.

- c. **2014 Biennial Wisconsin Apprenticeship Conference Summary**

Owen Smith reported the outcomes of the 2014 Biennial Wisconsin Apprenticeship Conference Summary, asked members for their feedback, and explained the Bureau's plans for future Conferences.

- i. **Summary**

Overall, the Conference was a great success, attracting the second highest Conference attendance—450 participants—despite below-freezing temperatures, and earning praise for its speakers and workshops. Unfortunately, winter temperatures forced most high schools throughout the state to close. As a result, the Expo was attended by only 50 of the more than 600 high school students who had registered.

- ii. **Speakers**

All speakers earned high ratings from attendees, especially Governor Walker, national economist Anirban Basu and national author Mark Breslin. Governor Walker's speech earned the Conference brief media coverage in several state metropolitan news and television outlets.

- iii. **Workshops**

Most workshops received very favorable feedback from attendees, particularly for their professional relevance. The Conference offered a series of introductory workshops on apprenticeship and key partners, such as "The Department of Public Instruction 101"; and several well-received workshops on youth apprenticeship and apprenticeship prep programs. The three most attended workshops were, "Preparing Students for Apprenticeship Programs," "Diversity in the Workplace," and "Understanding Generational Differences in the Workplace."

- iv. **Criticisms and Suggestions**

The Conference received two common criticisms: it was held during the timeframe of year that poses the highest risk for severe cold and inclement weather; and the removed location of the Expo, a mile from the conference activities, limited the amount of time attendees could visit without missing workshops and discouraged some attendees from visiting at all.

Therefore, the most common suggestions for improvement were twofold: hold the Conference in spring or fall; and hold the Expo and Conference as unique, separate events.

Owen Smith asked the members for their responses to the Conference. A general discussion on the pros and cons followed. Overall, Members enjoyed the workshops and speakers. However, they did not like the layout of Chula Vista Resort and the distance from Chula Vista to the Apprentice Expo. Members also thought the size and breadth of the Expo set-up gave the illusion that less vendors participated. The Committee recommended hosting the Expo either the day before or the day following the Conference, and at the Patriot Center in the Wausau / Mosinee area.

v. Future Conferences

Owen Smith acknowledged the downside of scheduling the Conference in the first calendar quarter of the year and holding the Expo in a removed location from the main Conference area. However, he explained the factors that make the timeframe and hosting the two events together the most ideal plan.

Foremost, the first calendar quarter of the year is when the most apprenticeship stakeholders are available. Spring is when the construction sector, the largest sector of apprenticeship stakeholders, typically prepares to return to work, sometimes as early as mid-March and public schools generally have spring break. Fall is the beginning of the academic calendar for high schools and technical colleges, and the construction trades typically remain active through October. Late fall and early winter contain deer hunting season, Thanksgiving and Christmas.

Second, the few hotels that can provide all Conference accommodations are most likely to offer the state lodging rate during the off-season months. The Conference requires a large meeting space, five-to-seven breakout rooms for workshops, and at least 20,000 square feet for the Expo. Many hotels can meet the first two requirements, but very few can satisfy all three requirements.

Third, hosting the Expo and Conference as separate events on alternating years would place the Bureau in perpetual planning and fundraising cycles for the last half of each year. Conference preparations typically take at least six months, and the Bureau would be continuously asking its stakeholder base for donations.

Therefore, the Bureau will present feedback from the state committees to the Advisory Council with two recommendations: the next Conference be held in early March to maximize the potential for favorable weather without conflicting with preparations for the construction year; and the Expo in the same location as the Conference but one day prior to the opening of the Conference to maximize attendance.

d. Maintenance Technician Job Book Update

Owen Smith reported that the Bureau received the final drafts of the Maintenance Technician Job Book from the focus group, and combined them into a single document. The book will be sent to the printer in April.

e. Apprenticeship Advisory Council Update

i. Online Orientation

Owen Smith previewed the Apprentice Online Orientation to attendees. The development of the Orientation was driven by the Bureau's finding that only 20-30% of sponsors provided their apprentices with a general orientation to the program. The Orientation was first developed in print format, but was redesigned as an online application after the print format was deemed too boring by a focus group of apprentices.

The key features include the following: comprehensive content, from the Apprentice Contract to tips for professional and academic success to the appeal process; inter-active graphics and content, such as games and storyboards; and the ability for the user to complete portions of the Orientation at a time.

The Orientation was mandated by the Council, but employers can opt out if they offer an orientation that includes the same content. The Online Orientation takes approximately 3-4 hours to complete.

Dean Wendt asked how new and current apprentices will be informed of the required to complete the Online Orientation. Karen Morgan answered that Apprentice Training Representatives (ATR) will provide new apprentices with an information sheet, with log-on information, and an accompanying manual when they sign the Apprentice Contract. The employer and sponsor will be responsible for informing current apprentices of the need to complete the Orientation. Employers can request the information sheet and manual from their ATR or the BAS Administrative Office in Madison.

ii. Transition to Trainer

The discussion of the mandatory Online Orientation influenced a general discussion on the mandatory Transition to Trainer (T2T) course. The course introduces graduating apprentices to adult learning styles, delivery methods and constructive criticism to prepare them to train new apprentices using a variety of methods. The 12-hour course is delivered in one eight-hour day and a one four-hour day, and is scheduled by individual technical colleges when a sufficient amount of apprentices are ready to take it.

Members inquired if T2T would be offered outside of Wisconsin. Karen Morgan confirmed that the course originated in Wisconsin, and is being used within the region, particularly by employers with facilities in neighboring states.

Co-Chair Butt commented that Quad Graphics uses the T2T primarily for apprentices, and has also used it successfully for journey workers who have not instructed others before or are returning to teaching. Karen Morgan supported the practice. She stated that although the primary intent behind T2T is to increase awareness among graduating apprentices that people learn differently and that the demeanor and delivery of instructors affects learning, the concepts and content apply to all skilled workers.

iv. Apprenticeship Awareness Toolkit Website

Owen Smith walked members through the Apprenticeship Awareness Toolkit website, a one-stop resource on Apprenticeship for high school guidance counselors, teachers and staff to assist their raising awareness of registered apprenticeship among high school students and parents.

The website was created and is administered by the Department of Public Instruction.

Key content includes:

- An explanation of registered apprenticeship as well as a separate explanation of youth apprenticeship, which explicitly states it is "not the same as [registered] apprenticeship."
- Apprenticeship Salary Chart, a downloadable document that compares the potential earning of an apprentice to an individual on a four-year degree program
- Educator How to Sheet, which advises educators on classroom strategies for engaging students about apprenticeship, such as inviting industry representatives as guest speakers
- Apprenticeship Promotional Flyers, five versions, one per audience, communicate three central points to parents, educators, students, and more: apprentices earn a good wage without incurring student debt; they earn college credit, and they earn nationally recognized credentials.
- Sample Apprenticeship Pathway Program of Study, which outlines how high school general education courses and specific electives prepare students for potential apprenticeships in different economic sectors, such as manufacturing

Owen reminded members that the Toolkit is an organic, living website that is to be updated with new material as stakeholders see fit. He asked the Committee whether it preferred to publish additional material to the site.

A general discussion on the current and potential content followed. Sheila Schetter commented that the Wisconsin Technical College System is developing career pathway documents for new students that identify apprenticeship as a strong career option. Tammy Harrer and Co-Chair Butt shared examples of their companies working within high schools to promote apprenticeship to students. They agreed that the Toolkit is a substantial resource for outreach efforts, because as skilled workers, their job duties often leave them little time to prepare for presentations.

v. Parents' Guide to Apprenticeship

Karen Morgan reported that the Bureau will produce a guide to apprenticeship this fall for guidance counselors to distribute during career counseling sessions with parents and students. The document will be modeled after the Wisconsin Technical College System program guide. The project was recommended by guidance counselors who attended the apprenticeship presentation by Ms. Morgan and Mr. Clay Tschillard at the Wisconsin School Counselors Association meeting this spring. The counselors specifically requested a print publication because many students do not have access to computers and/or internet, particularly in rural areas.

f. Focus Group to Review Industrial Electrician Job Book

Owen Smith called for volunteers for a focus group to review and revise the Industrial Electrician Job Book. Co-Chair Butt requested that the meeting be facilitated by a professional facilitator and be broadened in scope to a review of the occupation itself. BAS agreed to research a facilitator to conduct an occupational analysis, or DACUM, that would then be used to revise the Exhibit A and Job Book. Volunteers included Co-Chair Butt, Tammy Harrer, Tony Cannestra and Chris Dragosh. Co-Chair Butt also suggested that several apprentices be involved in reviewing the job book.

Follow-up: BAS will contract with Worldwide Instructional Design Services to facilitate the DACUM, and will coordinate the focus group accordingly.

g. Other

Karen Morgan distributed an informational flyer on veteran employment grants available currently through the Department of Workforce Development and the Department of Veterans Affairs. Governor Walker signed the grant program into law as part of the 2013-15 state budget, following approval by the Wisconsin Legislature.

Employers can receive a state grant of up to \$10,000 over four years when they hire a veteran who is eligible to participate. Participating veterans must meet statutory unemployment requirements and be rated with a 50% or more service-connected disability by the Federal Department Veteran Administrator rating schedule. DWDs Office of Veteran Services will identify veterans who meet the disability requirements.

The state grant is in addition to up to \$9,000 in tax credits that employers can receive under the existing federal Work Opportunity Tax Credit program for hiring a disabled person.

5. New Business

a. BAS Personnel Updates

Owen Smith reported several recent personnel changes within the Bureau:

Liz Pusch is the new Apprenticeship Training Representative (ATR) for Area 10, which includes Dodge, Ozaukee and Washington counties. Liz worked formerly as a legislative aide in Madison. She is from the Dodge, Ozaukee and Washington county area. The area was served previously by ATR Barb Robakowski.

Andrea Loeffelholz is the new ATR for Area 6, which includes Dane and Rock counties. Andrea worked formerly as a grant specialist for the WI Department of Transportation in Madison. The area was served previously by ATR Mary Pierce, who accepted a Policy Analyst position within the Bureau's Administrative Office in Madison.

Darrel Cappetta is the new coordinator of the Veterans in Piping program. Darrel was previously in the Office of Veterans services where he worked as a DVOP

b. 2013 WI Act 57 (Apprenticeship Completion Award Program) and DWD 295.25 (Emergency Rule)

The Department of Workforce Development is drafting an emergency administrative rule to implement 2013 Act 57, the Apprenticeship Completion Award Program (ACAP). ACAP was passed in November 2013, and will be active from June 2, 2014 through June 30, 2015. Developed by the State Legislature and signed by Gov. Walker, ACAP partially reimburses eligible apprentices, sponsors and employers for partial related instruction costs. Available funding totals \$450,000.

ACAP will be administered by the Bureau, as directed by law. BAS may reimburse the apprentices, the employer and the sponsor—whichever incurred the cost—a maximum of \$1,000 for up to 25% of the tuition, book, materials and other course fees directly associated with related instruction. An apprentice is eligible when he or she successfully completes either the one-year calendar anniversary of the contract start date or the entire apprenticeship program within the ACAP performance period.

Karen Morgan reported several key considerations and requirements for implementing the program. First, it will be a learning experience for the Bureau, and BAS will pay close attention to any lessons learned. Second, the Bureau will require the sponsor to confirm that the apprentice is in good standing to qualify for the one-year reimbursement. If an apprentice is eligible, the reimbursement will go to the party that incurred the cost. Split reimbursements can be made if more than one party incurred expense.

The Bureau plans to present performance data to the Legislature after the program concludes in the hopes that the program is continued in subsequent fiscal years. ACAP is projected to be used extensively by apprenticeship stakeholders, because similar funds available through the SAGE Grant (2011-2013) were disbursed entirely. Ideally, all funding will be disbursed before the performance period concludes, which would show a high need for additional funding.

c. 2013 WI Act 143

(from the Wisconsin Legislative Council Act Memo)

The Act revises the structure for licensing the various levels of electricians, which are regulated by the Department of Safety and Professional Services (DSPS). The structure includes licensing of master and journeyman electricians, registration of electrical apprentices, and enrollment of registered electricians, with certain subcategories for residential or industrial work.

The Act also adds specific exemptions from the licensing requirements for work done by an employee in an existing manufacturing or industrial facility, work to replace switches and outlets with a rating up to 20 amperes, and volunteer work for a qualified nonprofit corporation engaged in building homes. The Act also revises the exemption under prior law for work on equipment that does not have a primarily electrical function to include work on ballasts, electric signs, and luminaires.

Additionally, the Act temporarily exempts from the licensing requirements a person who was born before January 1, 1956, and who has at least 15 years of experience in electrical work. The Act requires DSPS to promulgate rules for a licensing option that is specific to this age and experience group. Upon promulgation of this licensing option, the exemption from licensing is eliminated and a person in this age and experience group is required to hold this or another type of valid license for electrical work.

Karen Morgan framed the topic as a continuation of discussions the Committee has had over the past several years about electrical licensing. As of April 1, all Construction Electrician apprentices must be licensed to work in Wisconsin. Industrial Electricians apprentices and journey workers are exempt, although they could voluntarily obtain an industrial license. The classification of beginner electrician was retitled, "Registered Electrician." DSPS will be writing administrative rules as it pertains to the industrial sector.

A general discussion followed on the means of enforcing the new licensing requirements. Karen Morgan reminded attendees that the law and its enforcement are the responsibility of the Department of Safety and Professional Services, not the Bureau. Members commented that enforcement would fall to the DSPS inspectors.

d. Wisconsin Apprentice Website

WisconsinApprentice.com is a privately owned and operated website that culls and collects news articles relating to apprenticeship from multiple news sites into a single blog format. The owner created the website as a public service to apprenticeship, and approached DWD to sponsor the site, but DWD declined. The Bureau is sharing the website with state committees because it may be a useful information tool and because the website address is close enough to the Bureau's website address, wisconsinapprenticeship.org, that stakeholders may inadvertently confuse the two.

e. Other

No additional topics were brought forth.

6. WTCS Update

Hal Zenisek, Learning Design Consultant with Worldwide Instructional Design System, updated attendees on projects of the Wisconsin Technical College System.

Hal distributed the final workshop draft of the "Program Summative Assessment Scoring Guide for the Electrical & Instrumentation Apprenticeship." The document pertains to the related instruction component only, and is the product of a Technical Skills Attainment (TSA) project that WTCS must conduct as a requirement for federal Carl Perkins funding.

The Summative Assessment component functions as a performance scorecard for programs and colleges. It will be incorporated across all disciplines across all campuses. The project identifies common assessments and content, and then measures how effectively the content is delivered. The assessment includes a checklist of learning outcomes that the apprentice can check-off as "complete" or "non-complete." If the apprentice cannot pass the outcome, the occasion is an opportunity for the instructor and staff to examine what happened and discuss what improvements might be needed.

Hal asked for the Committee's feedback on the document. Members can email input to Hal at zenisekh@wids.org.

The presentation prompted a review and general discussion of the list of trade names included in the report. The names of several trades on the list are obsolete, and have since been updated.

7. Review of Program Participants

Participants include 403 apprentices and 159 sponsors. Most apprentices (105) are in the Industrial Electrician program. The apprentice and employer totals decreased slightly since fall of 2013, but are near their nine-year averages, respectively.

Owen Smith noted that the Bureau is adding a nine-year average to the historical report, as well as the percent over/under for each annual total. The additions are projected to be ready for the 2014 fall meeting.

8. The next meeting is tentatively scheduled for Thursday, September 18, 10:00 a.m. at Quad Graphics in Lomira, WI.

9. The meeting adjourned at 1:40 p.m.

10. Follow-Up Items

As a result of the discussions above, the following will occur:

- i. BAS will recruit a replacement for Dean Wendt.
- ii. BAS will print and distribute the Maintenance Technician Job Book.
- iii. BAS will coordinate a meeting of the Industrial Electrician Job Book focus group.

Submitted by Owen Smith, Program and Policy Analyst